

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE APPLICATION:	Denis KHOO et al.	Conf. No.	8842
SERIAL NUMBER:	09/849,495	Group:	3622
FILED:	May 4, 2001	Examiner:	Khanh H. LE
FOR:	METHOD AND SYSTEM FOR PROVIDING CONTENT WITH AN OPTION		

INFORMATION DISCLOSURE STATEMENT UNDER 37 C.F.R. 1.97

Assistant Commissioner for Patents  
PO BOX 1450  
ALEXANDRIA, VA 22313-1450

January 23, 2007

Sir:

Applicant(s) wish(es) to disclose the following information.

REFERENCES

- ☒ Applicant(s) wish(es) to make of record the documents listed on the attached Form PTO-1449. Copies of the listed documents are attached, where required, as are either statements of relevancy or any readily available full or partial English translations of any non-English-language documents.

RELATED CASES

- ☐ Attached is a list of Applicant's(s') pending applications and issued patents which may be related to the present application. Copies of the documents, where required, are attached along with Form PTO-1449.

CERTIFICATION

The undersigned certifies that

- ☐ each item of information contained in this Information Disclosure Statement was first cited in any communication from a foreign or international patent office in a counterpart foreign or international application for the first time (to the knowledge of the undersigned, having made reasonable inquiry) not more than three months prior to the filing of this statement (See 37 CFR 1.97(e)(1)).
- ☐ no item of information contained in this Information Disclosure Statement was cited in a communication from a foreign or international patent office in a counterpart foreign or international application, and, to the knowledge of the undersigned, having made reasonable inquiry, was known to any individual designated in 37 C.F.R. 1.56(c) more than three months prior to the filing of this statement. (See 37 CFR 1.97(e)(2))

BASIS FOR CONSIDERATION

This Information Disclosure Statement is filed:


- ☐ without fee and within three months of the filing date of the application.
- ☐ without fee and within three months of the date of entry of the U.S. national stage.
- ☐ without fee and before the mailing date of a first Office Action on the merits (to the knowledge of the undersigned).
- ☐ without fee and with the appropriate certification above.
- ☐ without fee and with a new CPA application.
- ☒ without fee and with a Request for Continued Examination.
- ☐ with fee and before the mailing date of any Final Office Action, Notice of Allowance or an action that otherwise closes prosecution (to the knowledge of the undersigned).
- ☐ with fee, appropriate certification above, and before payment of the Issue Fee.

DEPOSIT ACCOUNT

- ☒ Please charge any additional fees for the papers being filed herewith and for which no check is enclosed herewith, or credit any overpayment to Deposit Account No. 50-3266.

Respectfully submitted,

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Substitute for form 1449A/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

**Complete if Known**

Application Number	09/849,495
Filing Date	May 4, 2001
First Named Inventor	Denis KHOO et al.
Art Unit	3622
Examiner Name	Khanh H. LE
Attorney Docket Number	6000-005-52

Sheet 1 of 3

**U. S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number/Kind Code/First			
		US -5,034,807	7/1991	Von Kohorn	
		US -5,283,734	2/1994	Von Kohorn	
		US -5,319,455	6/1994	Hoarty et al.	
		US -5,488,423	1/1996	Walkingshaw et al.	
		US -5,515,270	5/1996	Weinblatt	
		US -5,524,195	6/4/1996	Clanton et al.	
		US -5,541,638	7/30/1996	Story	
		US -5,619,249	4/8/1997	Billock et al.	
		US -5,684,918	11/1997	Abecassis	
		US -5,734,853	3/31/1998	Hendricks et al.	
		US -5,754,939	5/19/1998	Herz et al.	
		US -5,759,101	6/1998	Von Kohorn	
		US -5,774,170	6/1998	Hite	
		US -5,774,870	6/1998	Storey	
		US -5,806,045	9/1998	Biorge et al.	
		US -5,832,457	11/1998	O'Brien et al.	
		US -5,915,243	6/1999	Smolen	
		US -5,926,624	7/20/1999	Katz et al.	
		US -5,929,850	7/1999	Broadwin et al.	
		US -5,937,329	8/10/1999	Helmy	
		US -5,978,013	11/1999	Jones et al.	
		US -6,005,561	12/21/1999	Hawkins et al.	
		US -6,282,293	8/2001	Itoh et al.	
		US -6,282,713	8/2001	Kitsukawa et al.	
		US -6,336,100	1/1/2002	Yamada	
		US -6,411,992	6/25/2002	Srinivasan et al.	
		US -6,446,261	9/2002	Rosser	
		US -6,463,585	10/8/2002	Hendricks et al.	
		US -6,505,240	1/7/2003	Blumenau	
		US -6,553,178	4/2003	Abecassis	
		US -6,594,825	7/15/2003	Goldschmidt Iki et al.	
		US -6,698,020	2/24/2004	Zigmond et al.	
		US -6,738,978	5/2004	Hendricks et al.	
		US -6,799,327	9/28/2004	Reynolds et al.	
		US -6,816,628	11/9/2004	Sarachick et al.	
		US -6,820,277	11/16/2004	Eldering et al.	

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Substitute for form 1449A/PTO			<b>Complete if Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>			Application Number	09/849,495
			Filing Date	May 4, 2001
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			Examiner Name	Khanh H. LE
(Use as many sheets as necessary)			Attorney Docket Number	6000-005-52
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**U. S. PATENT DOCUMENTS (con't)**

Examiner Initials*	Cite No. <sup>1</sup>	Document Number Number-Kind Code <sup>2</sup> (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		US -6,868,415	3/15/2005	Kageyama et al	
		US -6,075,971	6/1/00	Williams et al.	
		US -5,483,276	1/1/96	Brooks et al.	
		US -5,500,681	3/1/96	Jones	
		US -5,564,073	10/1/96	Takahisa	
		US -5,264,933	11-23-93	Rosser	
		US -5,758,072	5/26/98	Filepp et al.	
		US -6,490,587	12/3/2002	Easty	
		US -6,189,008	2/13/2001	Easty	
		US -6,285,999	9/14/2001	Page	

**FOREIGN PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		WO 9950778	10/7/1999	Slade		
		WO 0043892	7/27/2000	Galuten		
		WO 99/04561	1/28/1999	Alexander		
		WO 02/084502	10/24/2002	Cristofalo et al.		
Examiner Signature				Date Considered		

\*EXAMINER Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. 1 Applicant's unique citation designation number (optional). 2 See Kinda Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. 3 Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. 6 Applicant is to place a check mark here if English language Translation is attached.

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Examiner Name		Khanh H. LE		
Attorney Docket Number		6000-005-52		
Sheet	3	of	3	

(Use as many sheets as necessary)

## NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
		Masih, Rumi. "An empirical analysis of the demand for commercial television advertising," Applied Economics, 32, 2, 149(1), February 1999.	
		Balabanovc et al. "Fab: Content-Based, Collaborative Recommendation," Communications of the ACM, Vol. 40, No. 3, March 1997.	
Examiner Signature		Date Considered	

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

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